

Star Alliance first user of a CRS alliance display

Star Alliance", the Airline Network for Earth, announces a CRS alliance display allowing travel agents to check schedule and availability of Star Alliance flights in a single display that shows only member airline direct flights and connections for a chosen itinerary.

From a single screen display, agents may now access a combined choice of flights offered by the Star Alliance carriers. They can respond quickly and easily to their clients' requests to view a Star Alliance network offer, thus optimizing their proposed travel solution. The new display allows the Star Alliance network to build brand awareness and enhance the level of customer service.

Individual Star Alliance carriers will continue to be displayed with their own airline code in the CRS systems.

Star Alliance was the first to specify requirements for a CRS alliance display, thereby paving the way also for other alliances to offer their combined flights according to the system users' alliance preference.

"We are pleased that the Star Alliance members were the first to launch the new alliance display in most major CRSs," said Mr. Per Wehlander, Manager, CRS and Industry Affairs, SAS. "It is another example of our commitment to providing customer benefits and seamless solutions for our distribution partners."

Star Alliance was launched in May, 1997. It groups Air Canada, Air New Zealand, Ansett Australia, Lufthansa German Airlines, SAS – Scandinavian Airlines, United Airlines, Thai Airways International and Varig Brazilian Airlines. ANA – All Nippon Airways will join the alliance in October, 1999.